



Course Syllabus: MKTG 4423 – Marketing Analytics & Research
College of Business Administration
101
Fall 2025

Contact Information

Classroom: Dillard 175

Class time: Tuesday/Thursday 11:00 am – 12:20 pm

Instructor: Jamie M. Chen, Ph.D., Assistant Professor of Marketing

Office room: Dillard 261

Office hours: Tuesday/Thursday 12:30 - 2:00pm; Friday 11:00am - 2:00pm (by Zoom/in-person appointment via email)

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Course Description

In the data-driven world, plenty of opportunities are available for people with knowledge of data analysis tools and an analytical mindset. Marketing research is one of the most practical areas of business studies. This course has an emphasis on the practical application of marketing research methods and the basic fundamental statistical techniques needed to analyze market data. Using data-driven marketing research to understand customers and improve results is a great idea. In today's fast-paced business world, marketers and analysts need simple and low-cost ways to collect data, process data, and make decisions.

This course aims to equip students with an understanding and practical knowledge of Marketing analytics. This course enables students to use spreadsheets to perform data analysis, interpret findings, and generate business insights. Upon successful completion of this course, the student should: (1) Learn various analytics tools for generating business insights from empirical data; (2) Be able to use spreadsheets to apply the analytics knowledge to solve practical business problems; and (3) Know how to read, interpret, and present results to assist business decision-making. Thus, it requires students to conduct a semester-long marketing research project. The main purpose of the project is to give students a chance to apply the marketing knowledge and analytical skills you have learned during the class. It shows students how to perform general business analyses using the cost-effective and widely available survey. It reveals how to target and retain profitable customers. The research project will seek to develop your critical thinking, decision-making skills, and creativity in solving real business problems. This course explores spreadsheets as a must tool for solving business problems. The textbook is mandatory, and students need to read and practice the book chapters along with lecture slides.

Textbook & Instructional Materials

Winston, W. L. (2014). Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Wiley, 9781118373439.

Tutoring Assistance

Tutoring assistance: by Zoom/in-person appointment via email

Notice of Changes

Changes in the syllabus, assignment, and schedule may be made at the discretion of the instructor. It is your responsibility to check notifications on D2L.

Grading

Table 1: Points allocated to each task

Tasks	Points
Assignments (5 at 100 pts each)	500
Exams (1 at 200 pts)	200
Presentation (1 at 100 pts)	100
Research paper (1 at 200 pts)	200
Total Points	1000

Table 2: Total points for final grade.

Grade	Points
A	900 and above
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Assignments

There are 5 assignments to help students to keep up with the assigned materials. Each assignment is 100 points, and the 5 assignments are worth 500 points in total. Students are required to submit their Excel sheets via the D2L before the due time. No RESIT if you miss the time window of any assignments.

Exams

There is 1 exam for this course with 200 points, including 20 multiple choice and true/false questions. The exam covers the lecture slides and textbook chapters to help students keep up with the assigned course materials. Students are required to take the exam via the D2L before the due time.

Presentation and Research Paper

There is 1 presentation for this course with 100 points. Students need to pick a case study, analyze the data, show the results, and interpret the findings in the presentation. The research paper (200 points, 10-20 pages/3000-5000 words) should be ready to submit to the college-published journal, *Midwestern Business and Economic Review*.

Extra Credit

There are 100 bonus points to encourage students to take the EXCEL certificate test. More details will be shared.

Late Work

No RESIT if you miss the time window of the tasks.

Attendance

MKTG - 4423 - 101 is an in-person course, attendance required.

Tentative Course Schedule

Week	Activities	Due Date
Week 1 8/25 to 8/29	Course Orientation & Program Preparation	Excel package installation
Week 2 9/2 to 9/5	Excel PivotTables and Charts (Chapters 1-3)	Assignment 1 due 11:59 pm CST Thursday (Sep 4)
Week 3 9/8 to 9/12	Correlation Analysis (Chapter 9)	Assignment 2 due 11:59 pm CST Thursday (Sep 18)
Week 4 9/15 to 9/19	Regression Analysis (Chapter 10)	
Week 5 9/22 to 9/26	Marketing Research Process	Assignment 3 due 11:59 pm CST Thursday (Oct 2)
Week 6 9/29 to 10/3	Analysis of Variance ANOVA (Chapters 40-41)	
Week 7 10/6 to 10/10	Questionnaire Developing	Assignment 4 due 11:59 pm CST Thursday (Oct 16)
Week 8 10/13 to 10/17	Data Collection Methods	
Week 9 10/20 to 10/24	Remote Data collection (group)	Assignment 5 due 11:59 pm CST Thursday (Oct 30)
Week 10 10/27 to 10/31		
Week 11 11/3 to 11/7	In-class Data analytics (group)	
Week 12 11/10 to 11/14		
Week 13 11/17 to 11/21	Group presentation	Presentation submission due 11:59 pm CST Monday (Nov 17)
Week 14 11/24 to 11/26		
Final Week 12/1 to 12/5	Review, Exam, and group paper submission	Exam due 11:59 pm CST Tuesday (Dec 2) Paper submission due 11:59 pm CST Thursday (Dec 4)

Computer Requirements

Taking this class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ****Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ****Your computer being down is not an excuse for missing a deadline!!*** Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Northwestern State University (NSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to NSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Northwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual’s to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)